



ENVIRONMENT SUMMARY: 2017

**Funds needed for 2017:** \$186,000

**Country:** Kenya

**Local implementing partner:** Energy4Impact

**Jobs to be created:** 64

**Gender ratio:** 100% female

**Description of program:** Over the next two years, 200 women throughout Kenya will be recruited and trained to run their own stove businesses. Usually a male-dominated industry, our goal is to empower women to become successful entrepreneurs. These women will learn to provide lifesaving fuel-efficient stoves to people in their communities.

The U.S. Department of State in Kenya is co-funding the program, providing support for 136 women. The Adventure Project has been asked to help provide critical support for the remaining 64 women.

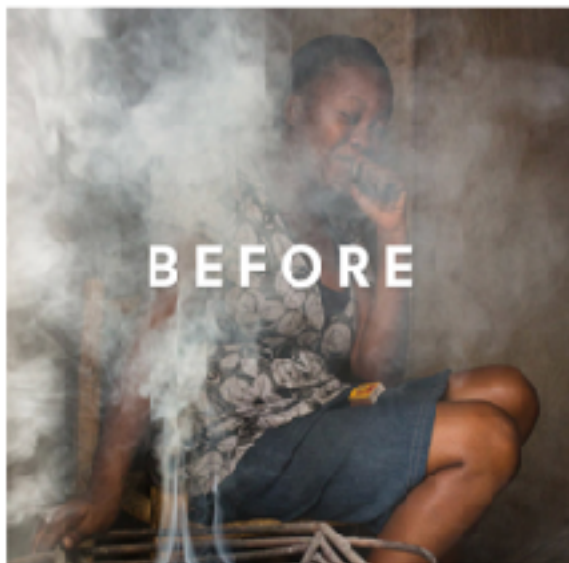
**Quote from partner:** *"Essentially, if given the chance women can perform just as effectively as men as energy entrepreneurs. We would be giving them tools to compete on fair ground - empowering them through financial, technical and business management capacity development support to integrate them into the energy value chain."*

**WHY STOVES:**

Indoor air pollution kills 4.3 million people each year, mainly moms cooking over open fires and their children who breathe the toxic smoke while playing nearby.

**Facts: <sup>\*1</sup>**

- 3 Billion people cook every meal over an open fire
- Cooking over an open fire is equivalent to smoking two packs of cigarettes per day
- Cooking over open fires emits more toxic smoke into the atmosphere than all the cars and trucks in the world, combined
- The use of charcoal and wood for cooking has led to massive deforestation, especially in developing countries



<sup>1</sup> Data Sources: Visit the UN's Global Alliance for Clean Cookstoves at [CleanCookstoves.org](http://CleanCookstoves.org)



## THE ADVENTURE PROJECT

### **ABOUT STOVES:**

Stoves can be made affordably, from local materials.

### **Each stove:**

- Insulates heat, cooking food faster
- Uses half as much fuel (charcoal or wood) compared to open fires
- Drastically reduces toxic smoke emissions
- Saves six trees from being cut down and turned into fuel each year
- Creates in-demand jobs when made locally

### **YOUR DONATIONS GO TO:**

#### **Women business owners:**

- Business training / management / coaching
- Financial management
- Machinery / tools / stove molds
- Marketing materials (banners, signs and pamphlets)
- Diverse product lines, as women will also sell affordable solar lights

#### **Women stove buyers:**

- Access to low-interest loans, so even the poorest of the poor can afford a new stove (the repayment interest amount is \$1 USD). As loans are repaid, they go into revolving funds, so the cycle of support continues to radiate to more women in need. We helped pilot this loan program last year and it was widely successful.

**Locations:** The program will be implemented in 25 counties in Kenya: Kisumu, Kisii, Homa Bay, Siaya, Migori, Kakamega, Vihiga, Bungoma, Busia, Kiambu, Muranga, Nyeri, Mombasa, Kwale, Kilifi, Taita Taveta, Nakuru, Eldoret, Nandi, Bomet, Narok, Kericho, Machakos, Meru and Embu.

### **ANTICIPATED OUTCOMES FOR THIS YEAR:**

- 64 women will earn a living
- 64 additional jobs will be created (each woman will hire one additional community member as her business grows)
- Each woman will make and sell at least 200 stoves in her community this year
  - Almost 39,000 tons of CO2 will be mitigated
  - Over 75,000 trees will be spared from being cut down and turned into charcoal or firewood

### **TO DATE:**

You've helped us create 159 jobs for stove masons and sellers. Together, they have sold nearly 30,000 stoves (and counting). Once people are trained and working, they continue to increase sales and profits.

Please join us this year in empowering women with the skills to become agents of change in their communities. Together, we will be creating jobs, protecting the health of women and children, and saving the environment from black carbon and deforestation.

### **GET INVOLVED:**

Every \$20 you give will help a woman produce and sell one stove to a family in her community. If you are interested in sponsoring one stove shop in a village it is \$3,000. All donations are 100% tax deductible.

To give, please visit: [www.theadventureproject.org/donate](http://www.theadventureproject.org/donate)

To get your company involved, please email: [BeckyStraw@TheAdventureProject.org](mailto:BeckyStraw@TheAdventureProject.org)

To learn more, please visit: [www.theadventureproject.org/environment-2017](http://www.theadventureproject.org/environment-2017)